

EXHIBIT A

Certificate of Registration TX-0002-6726-44

CERTIFICATE OF COPYRIGHT REGISTRATION



This certificate, issued under the seal of the Copyright Office in accordance with the provisions of section 410(a) of title 17, United States Code, attests that copyright registration has been made for the work identified below. The information in this certificate has been made a part of the Copyright Office records.

REGISTER OF COPYRIGHTS
United States of America

FORM TX

UNITED STATES COPYRIGHT OFFICE

REGISTRATION NUMBER

TX 2 672 644

TX

TXU

EFFECTIVE DATE OF REGISTRATION

9 Month 21 Day 80 Year

DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET.

1 TITLE OF THIS WORK ▼

Winning Isn't Normal

2 PREVIOUS OR ALTERNATIVE TITLES ▼

PUBLICATION AS A CONTRIBUTION If this work was published as a contribution to a periodical, serial, or collection, give information about the collective work in which the contribution appeared. Title of Collective Work ▼

If published in a periodical or serial give: Volume ▼	Number ▼	Issue Date ▼	On Pages ▼
---	----------	--------------	------------

NAME OF AUTHOR ▼

2 a Keith Frank Bell

DATES OF BIRTH AND DEATH

Year Born ▼ 1948

Year Died ▼

Was this contribution to the work a "work made for hire"?
 Yes
 No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country U.S.A.
OR Citizen of ▶ Domiciled in ▶

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? Yes No
Pseudonymous? Yes No
If the answer to either of these questions is "Yes," see detailed instructions.

NOTE

Under the law, the "author" of a "work made for hire" is generally the employer.

NATURE OF AUTHORSHIP

Entire Text

Briefly describe nature of the material created by this author in which copyright is claimed. ▼

NAME OF AUTHOR ▼

b

DATES OF BIRTH AND DEATH

Year Born ▼ Year Died ▼

Was this contribution to the work a "work made for hire"?
 Yes
 No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR Citizen of ▶ Domiciled in ▶

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
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Pseudonymous? Yes No
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Briefly describe nature of the material created by this author in which copyright is claimed. ▼

NAME OF AUTHOR ▼

c

DATES OF BIRTH AND DEATH

Year Born ▼ Year Died ▼

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 No

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Name of Country
OR Citizen of ▶ Domiciled in ▶

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? Yes No
Pseudonymous? Yes No
If the answer to either of these questions is "Yes," see detailed instructions.

NATURE OF AUTHORSHIP

Briefly describe nature of the material created by this author in which copyright is claimed. ▼

3 YEAR IN WHICH CREATION OF THIS WORK WAS COMPLETED

1981 ▶ Year
must be given in all cases.

4 DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK

February 3 1982
Month Year ▶ Nation
ONLY if this work has been published.

United States of America ▶ Nation

COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in space 2. ▼

Dr. Keith Bell
3101 Mistyglenn Circle
Austin, Texas 78746

1598 Winford Ave.
Ventura, CA 93004

APPLICATION RECEIVED

02/22/2020

ONE DEPOSIT RECEIVED

02/22/2020

TWO DEPOSITS RECEIVED

02/22/2020

REMITTANCE NUMBER AND DATE

02/22/2020

TRANSFER If the claimant(s) named here in space 4 are different from the author(s) named in space 2, give a brief statement of how the claimant(s) obtained ownership of the copyright. ▼

MORE ON BACK ▶ • Complete all applicable spaces (numbers 5-11) on the reverse side of this page.
 • See detailed instructions.
 • Sign the form at line 10.

DO NOT WRITE HERE

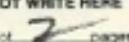
Page 1 of 2 

EXHIBIT B

Copyright Cert. TX-8-503-571

Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Acting United States Register of Copyrights and Director

Registration Number

TX 8-503-571

Effective Date of Registration:
November 06, 2017

Copyright Registration for One Work by One Author

Registration issued pursuant to 37 CFR §202.3

Title

Title of Work: Winning Isn't Normal

Title of Larger Work: Winning Isn't Normal

Completion/Publication

Year of Completion: 2010

Date of 1st Publication: July 18, 2010

Nation of 1st Publication: United States

International Standard Number: ISBN 0-945609-96-5

Author

• **Author:** Keith Frank Bell

Author Created: text

Citizen of: United States

Domiciled in: United States

Year Born: 1948

Copyright Claimant

Copyright Claimant: Keith Frank Bell

3101 Mistygen Circle, Austin, TX, 78746, United States

Limitation of copyright claim

Material excluded from this claim: text

Previous registration and year: TX 2 672 644, 1989

New material included in claim: text

Rights and Permissions

Name: Keith Frank Bell
Email: drkeithbell@gmail.com
Telephone: (512)327-2260
Address: 3101 Mistyglen Circle
Austin, TX 78746 United States

Certification

Name: Keith F. Bell
Date: November 06, 2017

0000TX00085035710202



EXHIBIT C

Winning Isn't Normal, pg. 8, the “WIN Passage”

think you are one of those special people who win national championships and break world records?

Well, guess what? No one is special! The people who win are not special people. There is nothing special about the people who break world records. They are not special people — they do special things! They are just people who do special things. You can too! And you have to do special things, if you want to win.

Winning Isn't Normal

Winning isn't normal. That doesn't mean there's anything wrong with winning. It just isn't the norm. It's highly unusual.

Every race only has one winner. No matter how many people are entered (not to mention all those who tried and failed to make cuts), only one person (or one relay) wins each event.

Winning is unusual. As such, it requires unusual action.

In order to win, you must do extraordinary things. You can't just be one of the crowd. The crowd doesn't win. You have to be willing to stand out and act differently.

Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. (Now, take note! Wanting it more is a decision you make and act upon — not some inherent quality or burning inner drive or inspiration!) And you have to make that value a priority.

You can't train like everyone else. You have to train more and train better.

You can't talk like everyone else. You can't think like everyone else. You can't be too willing to join the crowd, to do what is expected, to act in a socially accepted manner, to do what's "in." You need to be willing to stand out in the crowd and consistently take exceptional action. If you want to win, you need to accept the risks and perhaps the loneliness . . . because *winning isn't normal!!*

EXHIBIT D

WINNING ISN'T NORMAL (Reg. No. 4630749, issued November 4, 2014)



United States Patent and Trademark Office

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Claimed**Mark**
Drawing (4) STANDARD CHARACTER MARK
Code**Serial Number** 85947685**Filing Date** May 31, 2013**Current Basis** 1A**Original Filing Basis** 1A**Published for** May 27, 2014**Opposition****Registration Number** 4630749**Registration Date** November 4, 2014

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Owner (REGISTRANT) Bell, Keith Frank INDIVIDUAL UNITED STATES 3101 Mistylen Circle Austin TEXAS 78746
Attorney of Record Jeff A. McDaniel
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

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EXHIBIT D

CTHS Softball's use of the WIN Passage
(December 9, 2017)

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CTHS Softball

@CTHSSoftball

emsisd.com/Page/468<http://www.emsisd.com/Page/468>emsisd.com/Page/468[Joined May 2012](#)[91 Photos and videos](#)

Tweets

610

Following

219

Followers

393

Likes

84[Follow](#)[Tweets](#)[Tweets & replies](#)[Media](#)[CTHS Softball Retweeted](#)**EMSI D Athleti cs** @emsisdathletics · Dec 11

Congratulations AOW winners @CTHS_Wrestling Trinity Portales & Andrew Maldonado!

chisholmtrail.sidhelp.com

9



30

**CTHS Softball** @CTHSSoftball · Dec 9

WINNING ISN'T NORMAL

"Winning isn't normal. That doesn't mean there's anything wrong with winning. It just isn't the norm. It is highly unusual."

Every competition only has one winner. No matter how many people are entered, only one person or one team wins each event.

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Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. Now take note!

Wanting it more is a decision you make and act upon — not some

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inherent quality or burning inner drive or inspiration! And you have to make that value a priority.

You can't train like everyone else. You have to train more and train better.

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8



12

CTHS Softball Retweeted

**Jon Gordon** @JonGordon11 · Dec 6

Not everyone is going to share your vision. Not everyone is going to believe what you believe. That's okay. Your positive energy must be greater than their negativity. No Energy Vampires allowed!



12

531

1.1K

Promoted Tweet

**Uptown Cheapskate** @UptownAustin · 23h

Look spiffy on chilly **#winter** days with a **#fresh #sweaterweather** outfit. Grab **#layers** in a variety of styles great for a walk outdoors or **#NewYearsEve**, **#NewYearsDay** or **#ValentinesDay** activities.

#ShopEarlyShopOften #atx #vintage #fallfashion #2017trends #atxfashion #thrifty



EXHIBIT E

CTHS Color Guard's use of the WIN Passage (December 9, 2017)

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[Comment](#)

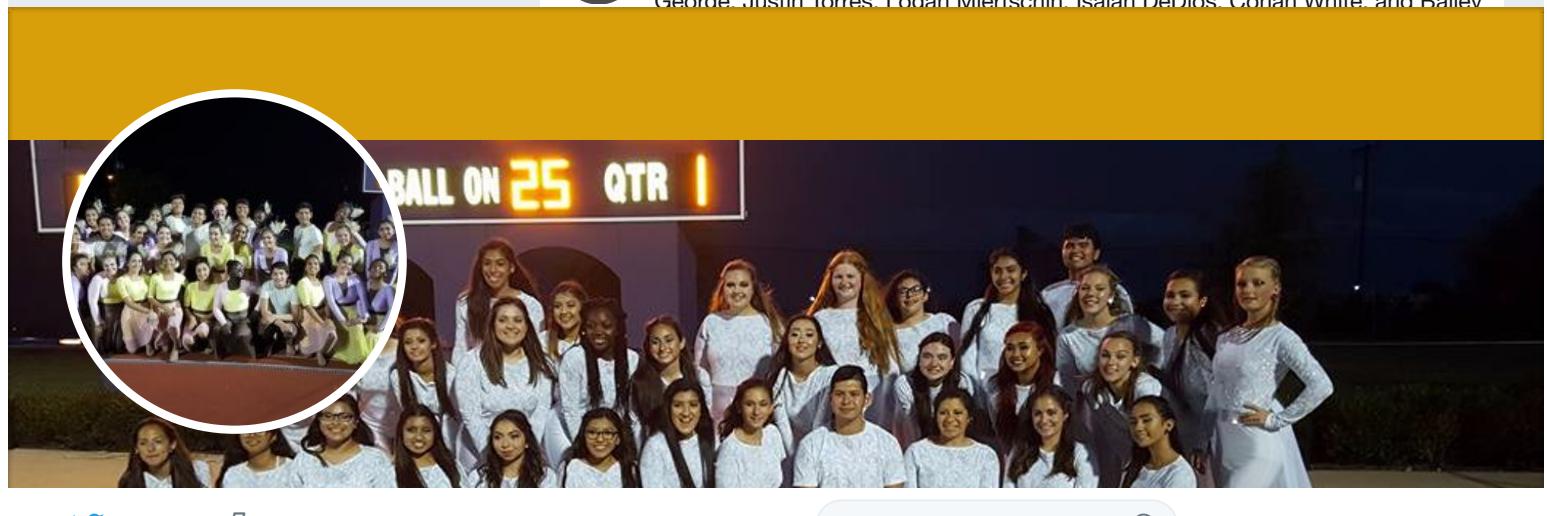
16

[Like](#) 54

CTHS Color Guard Retweeted

**Ranger Regiment** @RangerRegiment · 11 Dec 2017

REGIMENT ALL-AREA band students: Gianna Jasso, Ben Simmons, Elijah George, Justin Torres, Logan Miertschin, Isaiah DeDios, Conan White, and Bailey

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@CTHSColourGuard

Tweets

835

Following

158

Followers

535

Likes

680

[Follow](#)[Comment](#)

14

[Like](#) 51

CTHS Color Guard Retweeted

**CTHS Softball** @CTHSSoftball · 9 Dec 2017

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12



CTHS Color Guard Retweeted

Ranger Regiment @RangerRegiment · 9 Dec 2017

29 REGIMENT members make the ALL-REGION BAND! 6 FIRST CHAIR players! 8 ALL-AREA players!! CONGRATULATIONS to ALL!!!



18



CTHS Color Guard @CTHSColourGuard · 9 Dec 2017



2018 CT cast!

Siham

Emily

Natalie

Jada

Stephanie

Nadia

Lucas

Jackie

Giselle

Cielo

Kaylnn

Sam

Brianna

Madison V

Ashlynn

Kylie

Wash

Madison W



8



CTHS Color Guard Retweeted

Ranger Regiment @RangerRegiment · 28 Nov 2017We still need 11 more parent helpers for tonight's audition. Can you help? If so, contact Mrs. Stephens at hstephens@ems-isd.net PLEASE HELP!

5



CTHS Color Guard @CTHSColourGuard · 27 Nov 2017

Color Guard!!! This is today!!!! Can't wait to see you!

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don't stop
until you're
-PROUD-



5

3

TWEETCS

LOG-IN WITH TWITTER

BEST FRIEND FINDER



CTHS SOFTBALL

TWITTER FOR ANDROID :

DECEMBER 11, 2017

@CTHSSOFTBALL



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WINNING ISN'T NORMAL !

- Dr. Keith Bell



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